

Equity by Design: Designing Ideal Communities

ACU 2019 Annual Conference

Find us on Instagram and Twitter at [@crxlab](https://www.instagram.com/crxlab)



Hi. My name is Antionette. My pronouns are she/her.

A little about me:

- Founder and President/CEO of Creative Reaction Lab
- Social Entrepreneur, DEI Consultant, and Designer
- Fellow of: TED, Echoing Green, 4.0 Schools, Camelback Ventures



Find me on Twitter at [@acarrolldesign](https://twitter.com/acarrolldesign)



Hi. My name is Hilary. My pronouns are she/her.

A little about me:

- Learning + Education Manager at Creative Reaction Lab
- Background in social work -- passionate generalist
- Lead facilitator of *Witnessing Whiteness* program



Tell us:

What is your personal
interest(s) / mission?

I WILL MAKE

[CITY]

BETTER BY

[PERSONAL PLEDGE]



“”

I will make **St. Louis** better by **walking alongside others** in the **journey of confronting our roles in upholding oppressive systems and building equity.**



Find me on Twitter at [@acarrolldesign](https://twitter.com/acarrolldesign)



I will make **the United States** better by **providing training, community, support, and access for racially underrepresented populations to design better health outcomes and improved quality of life for their cultures.**



Find me on Twitter at [@acarrolldesign](https://twitter.com/acarrolldesign)



I WILL MAKE

[CITY]

BETTER BY

[PERSONAL PLEDGE]



Today's Process

Leaders for Community Action + Equity

- Welcome + Introductions
- Language Setting: Defining Key Terms
- Designing Ideal Communities
- Introduction to Equity-Centered Community Design
- Revisiting Our Ideal Communities
- Closing + Next Steps

Community Agreements for Respect

1. Ensure all voices are heard
2. Actively listen and respect differences in opinions
3. Use “I” statements
4. Lean into discomfort
5. Address the issue, not the person
6. Be honest and embrace honesty
7. Don't disclose others' information without their knowledge and consent

Intentional Listening

Guiding Principle:

I agree to listen and think about you in exchange for you doing the same for me.

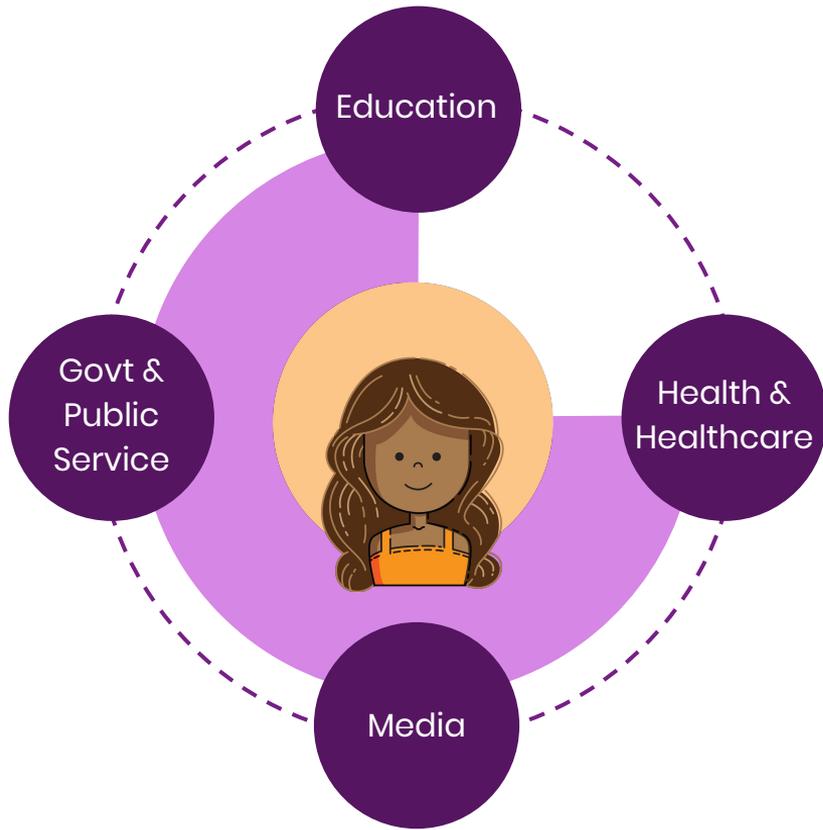
- One person at a time.
- No interrupting.
- Maintain confidentiality.
- Listening is for the benefit of speaker.

Creative Reaction Lab's mission is to educate, train, and challenge Black and Latinx youth to become leaders in designing healthy and racially equitable communities.



**Creative Reaction Lab
is changing the way
people address
systemic oppression
and inequities.**





**Narrative and
Livelihood
Shapers** are our
**focus areas for
co-designing
for racial equity.**

Learn more at www.creativereactionlab.com

**Racism is a major
public health issue.**

Source: Robert Wood Johnson Foundation

1 in 7

One Black person prematurely dies **every 7 minutes** due to racial discrimination.

Source: Robert Wood Johnson Foundation

41%

41% of **Latinx** people in the United States were uninsured between 2011–2013, compared to the **20%** average of the **entire US population**.

Source: CDC, 2014

1 in 5

1 in **5 Black transgender women** live with HIV (**19%**), and **Indigenous and Latinx transgender woman** reported rates of infection **15x higher** than that of the **average U.S. population (0.3%)**.

Source: 2015 United States Transgender Survey

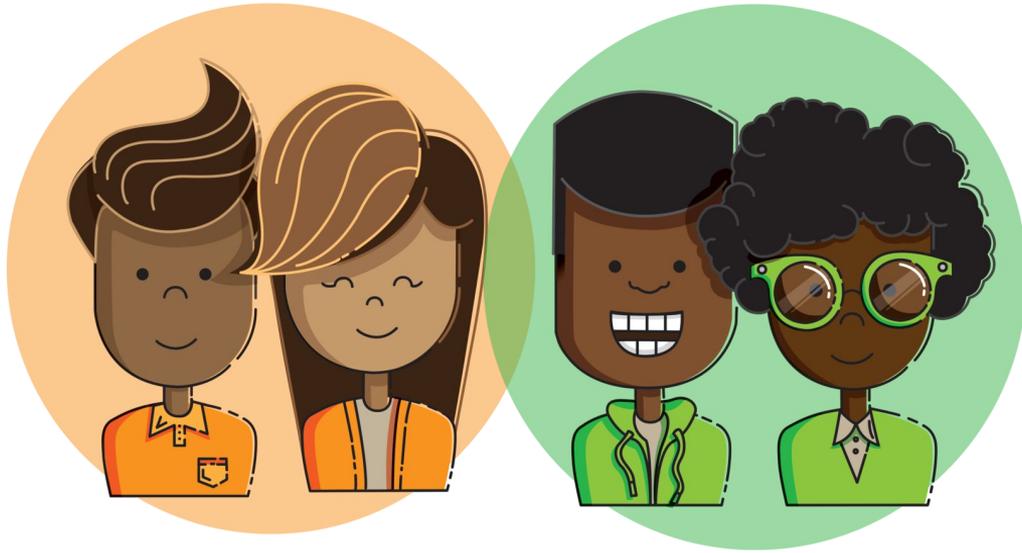
31%

African Americans with disabilities who have less than a high school degree are **31%** more likely to live in poverty than **Non-Hispanic Whites with disabilities** and the same level of education.

Source: National Disability Institute, "Financial Inequality: Disability, Race and Poverty in America", 2017

Our Goal?

**Create the racial
equity and justice
leaders of tomorrow.**



Creative Reaction Lab is training a new form of leader to address the exclusion and human inequities in our communities:

Equity Designers *(and Design Allies)*

Who's an Equity Designer?



Those who are **most directly impacted** by inequities are also **closest to the approaches** to address them.

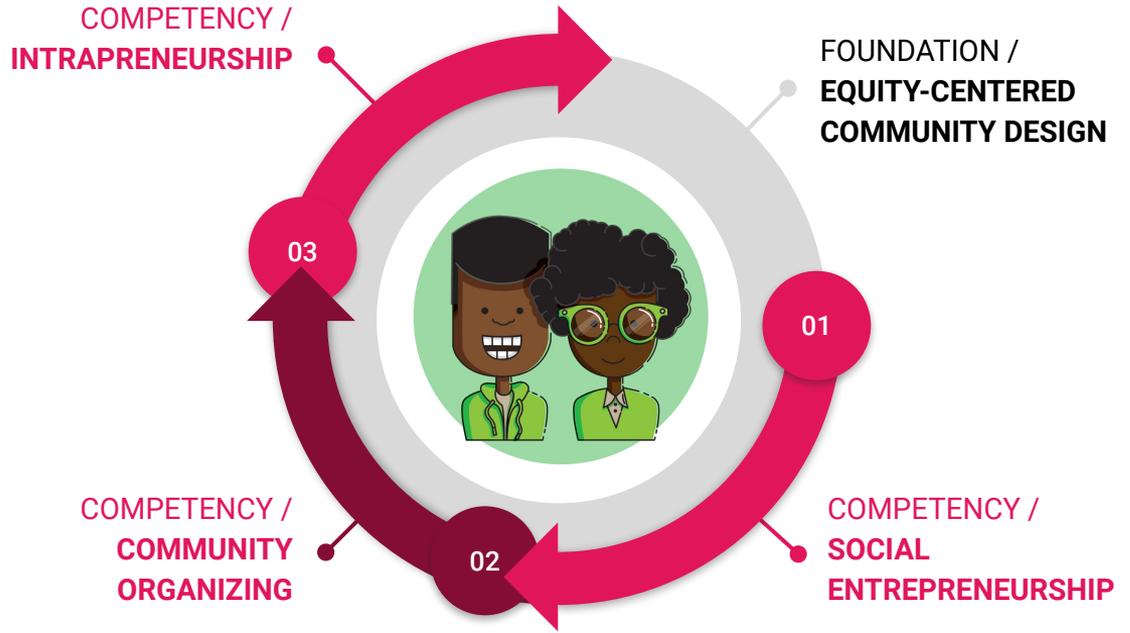
Allyship is key to
supporting and
amplifying
Equity Designers.

Who's a Design Ally?



Like privileged and targeted identities, you can be an **Equity Designer** in one context and a **Design Ally** in another context.

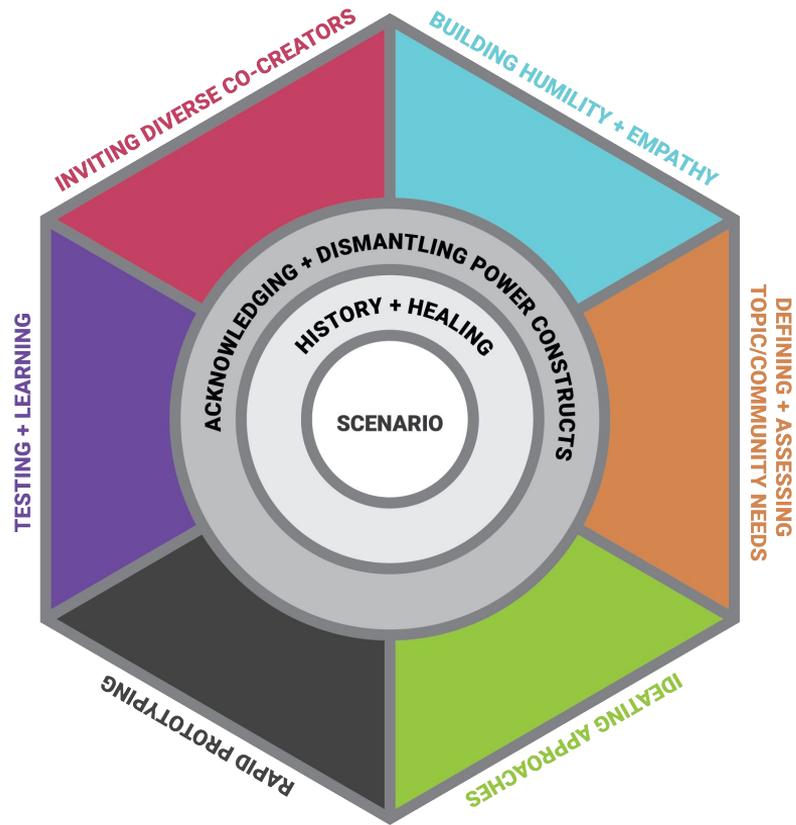
Competencies of Equity Designers & Design Allies



Equity Designers + Design Allies

Equitable Outcomes

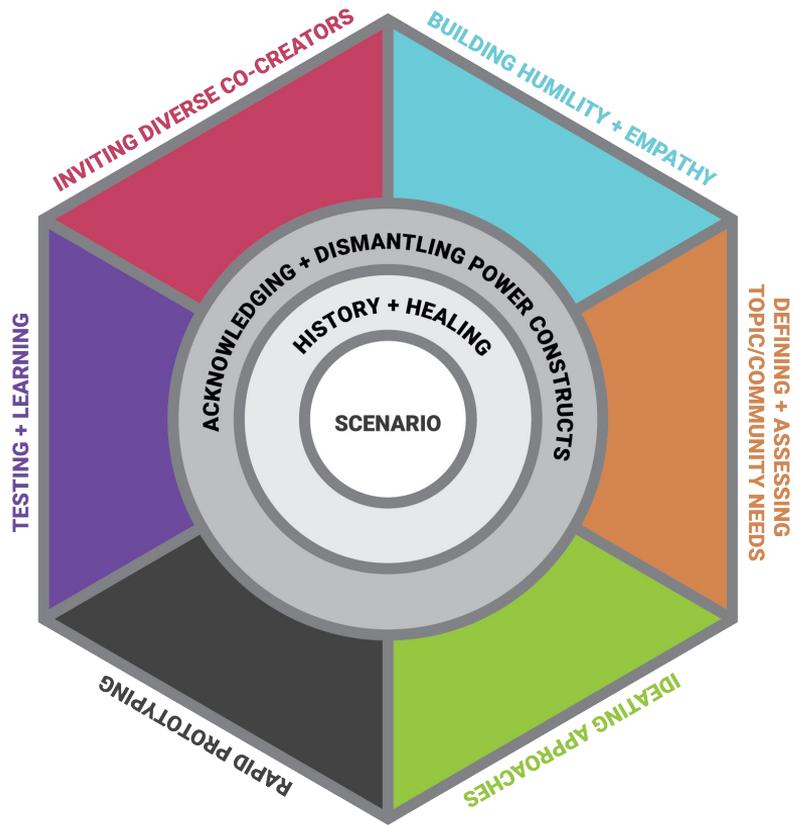
Your team and the communities in which you work should consist of **both.**



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EQUITY-CENTERED COMMUNITY DESIGN





By learning about and practicing ECCD, **you're becoming an Equity Designer and/or Design Ally.**

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**Why should this
way of thinking
matter to you?**

You're a designer.

**You have the power
to affect outcomes.**

Language Setting

Language Setting is
the first step in any
community-centered
work.

Terms for the Day: Diversity

Diversity is defined by a variety of identifiers that, in the case of people, defines our individuality.

As a table, write as many categories of identity you can come up with (use your post-its).

E.g. gender identity, ability status, etc.

You have 60 seconds.

Diversity  **Inclusion**
is invitation *is acceptance*

Terms for the Day: Inclusion

Inclusion is not only celebrating differences, but accepting and embedding them.

Inclusion is making each individual a part of the whole.

Terms for the Day: Equality

Equality is being the same, especially in status, rights, and opportunities.

Equality  **Equity**
is sameness *is fairness*

Equality



Equity



Terms for the Day: Equity

Equity revolves around systemic and network outcomes.

Equity is when outcomes are not predictable based on someone's identities.*

**Ultimately, we
want liberation.**

**Modified from Forward Through Ferguson's definition of racial equity*

What does **liberation**
mean to you?

Terms for the Day: **Liberation**

Liberation is freedom from limits on thought or behavior.

LIBERATION BY DESIGN

**Why do diversity,
inclusion, equality,
and equity matter?**

**When someone can be
in any public space
without feeling afraid,
unwelcome, or held
back THIS IS _____.**



INCLUSION



INCLUSION

Why?

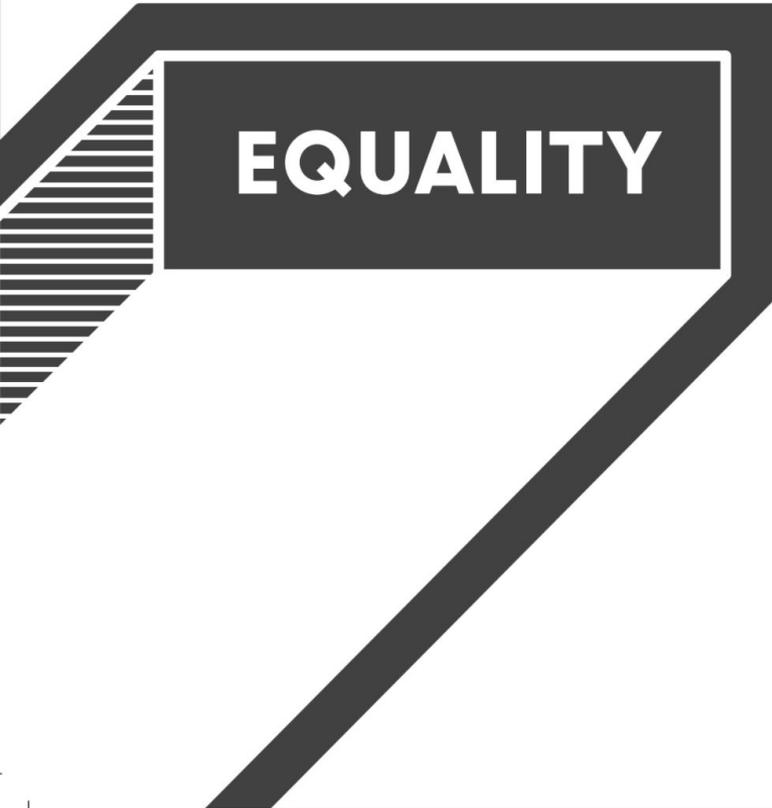
Inclusion is about making space inviting for all - so that everyone feels like they can express themselves fully and authentically.

Food for Thought

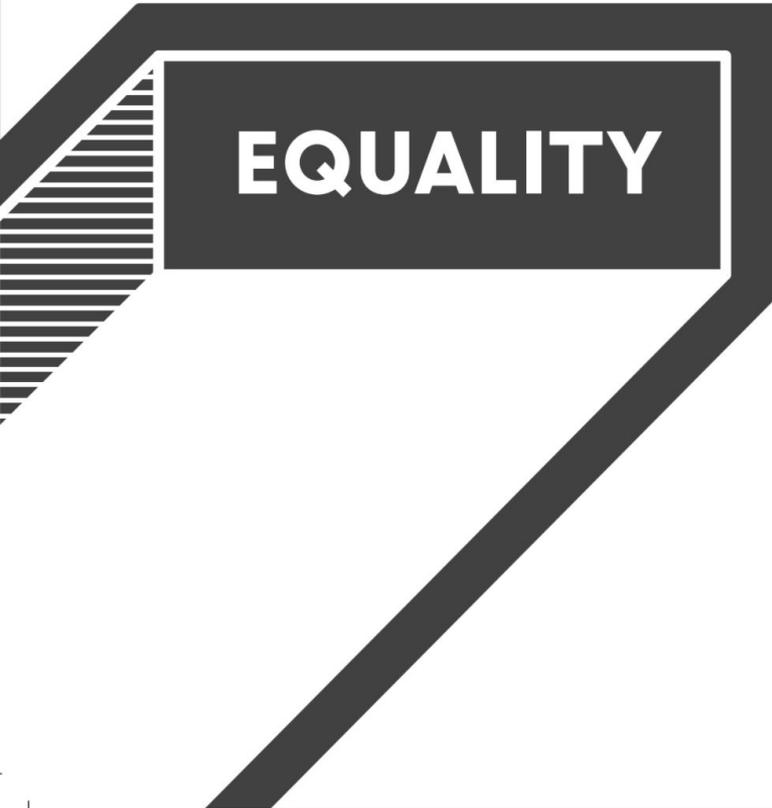
In what spaces do you feel included? In what spaces do you feel excluded?

**When all schools get
distributed the same
amount of financial
resources**

THIS IS _____.



EQUALITY



EQUALITY

Why?

All schools receiving the same amount of resources does not guarantee that the total amount of resources between schools is the same.

**When the main cast of
your favorite show has
actors of different races
and ethnicities**

THIS IS _____.

DIVERSITY

DIVERSITY

Why?

This is racial diversity, where you can see different types of people from varying cultures represented.

Food for Thought

When have you felt your community was not represented respectfully?

When food is distributed based on how hungry each individual is or what nutrients they need *THIS IS* _____.



EQUITY



EQUITY

Why?

No matter what kind of or how much food is distributed to each individual, everyone is full and healthy at the end.

Society is changing.

- 85% of United States population growth will come from groups of color between now and 2050. (*U.S. Department of Commerce*)
- By 2050, **53% of the United States** will be made up of people of color, with approximately **40% of the population being of Black or Latinx descent.**

AND YET...

**These populations
face disproportionate
racial and economic
inequities, limiting
social, economic, and
cultural growth.**



**How do we
move from
awareness
to action?**

Design

What is design?

The intention (and unintentional impact) behind an outcome.

Modified from IBM's definition of design

Designing the Ideal Community

Design Your Ideal Community

Activity Instructions

Create two lists:

1. What do you love in your community?
2. What would you like to see changed in your community?

Design Your Ideal Community

Activity Instructions

Illustrate and design.

1. Draw your idea of a perfect community.

Design Your Ideal Community

Activity Instructions

Define and discuss.

1. Pick one aspect of your design. Why did you design it that way?
2. What does the design of your ideal community say about you?

Share with your group.

Design Your Ideal Community

Activity Instructions

Define and discuss.

1. How does your ideal community *feel*?

Share with your group.

Design Your Ideal Community

Activity Instructions

Co-design.

As a group, design the ideal community using everyone's perspective.

Case for Equity.

What is design?

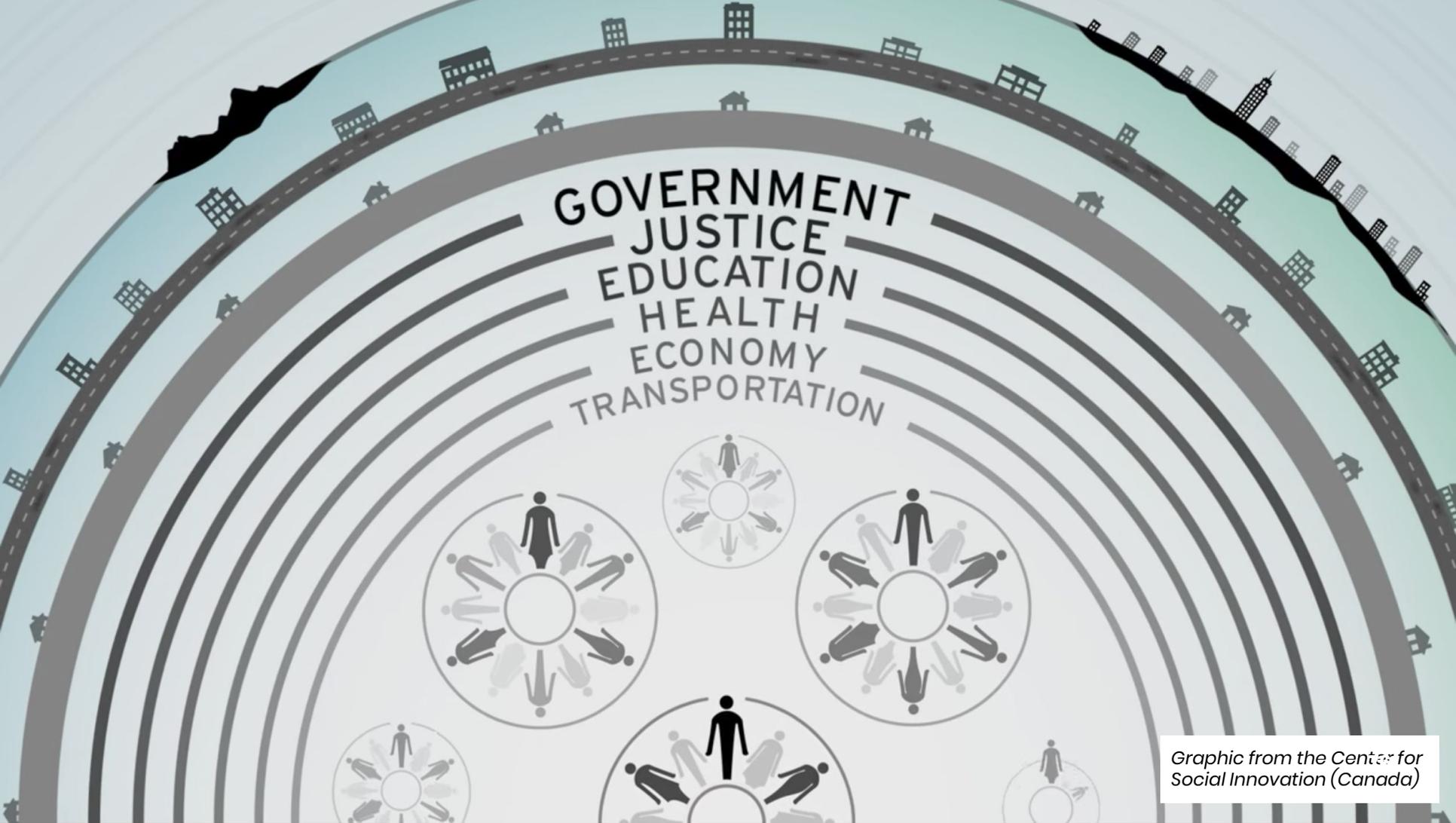
The intention (and unintentional impact) behind an outcome.

Modified from IBM's definition of design

**Design is not about
making things look good,
but making things work.**

Ruzanna Rozman

Product Designer & ALGA Cincinnati Operations Director



GOVERNMENT
JUSTICE
EDUCATION
HEALTH
ECONOMY
TRANSPORTATION

*Graphic from the Center for
Social Innovation (Canada)*



DISCRIMINATION
UNEMPLOYMENT
ADDICTIONS
HOMELESSNESS
POVERTY

Graphic from the Center for Social Innovation (Canada)

**Any system produces
what it was designed
to produce.**



**We have to consider
the sources and
impacts of exclusion
and inequities.**

Design for Exclusion

In the 19th century, physicians sought to understand and establish the “physical peculiarities” of Black people that could distinguish them from White people. Such “peculiarities” included:

- Thicker skulls
- Less sensitive nervous systems
- Diseases inherent in dark skin



Dr. Samuel Cartright wrote that Blacks bore a “Negro disease [making them] insensible to pain when subjected to punishment.”

Source: Hoffman, Trawalter, Axt, & Oliver, 2016. “Racial bias in pain assessment.”

Design for Exclusion

Far into the 20th century, Black people continued to be subjected to experimentation in part due to the assumption that the Black body was more resistant to pain and injury.

- Tuskegee Airmen
- WWII soldiers



CDC



Amelia Phillips Hale for NPR

Source: Hoffman, Trawalter, Axt, & Oliver, 2016. "Racial bias in pain assessment."

Design for Exclusion

“Individuals with at least some medical training hold and may use false beliefs about biological differences between Blacks and whites to inform medical judgments, which may contribute to racial disparities in pain assessment and treatment.”



Source: Hoffman, Trawalter, Axt, & Oliver, 2016. “Racial bias in pain assessment.”

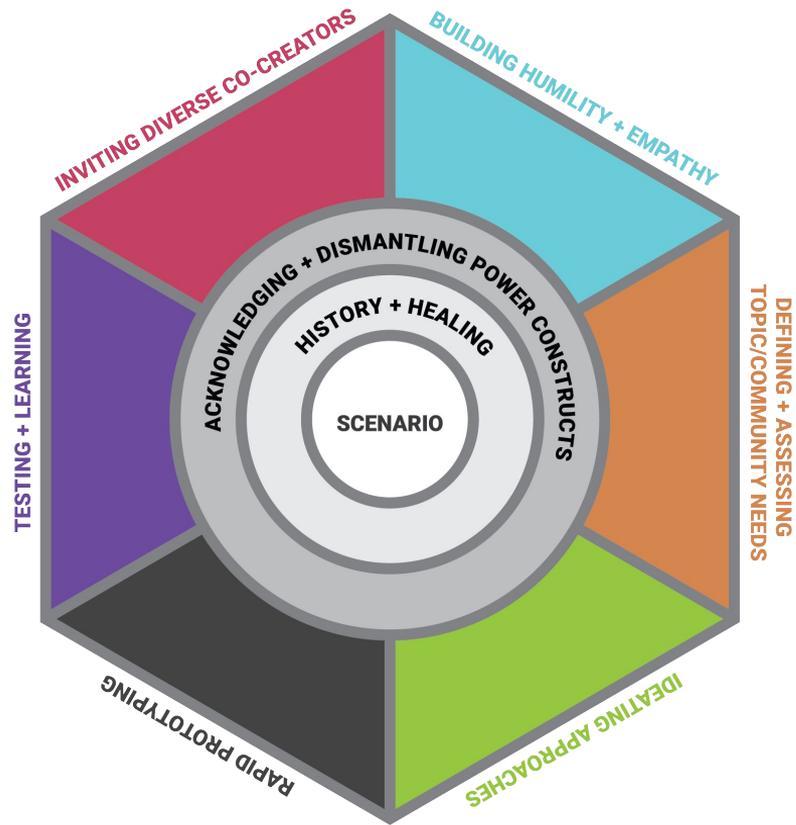
Design for Exclusion



If oppression, exclusion,
and inequities are
designed, **they can be
redesigned.**

Introducing ECCD.

**Human-Centered
approaches are
not enough.**



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EQUITY-CENTERED COMMUNITY DESIGN



Approaches

*drops in a bucket;
ongoing change*



Solutions

*one-size-fit-all,
misconception of silver
bullet*

**We're not working for
process adoption, but
a mindset shift.**

Revisiting Our Ideal Communities

Revisiting Your Ideal Community

EQUITY-CENTERED COMMUNITY DESIGN

1

WHAT SCENARIO ARE YOU ADDRESSING?

Topic:

Community Impacted
by Topic:

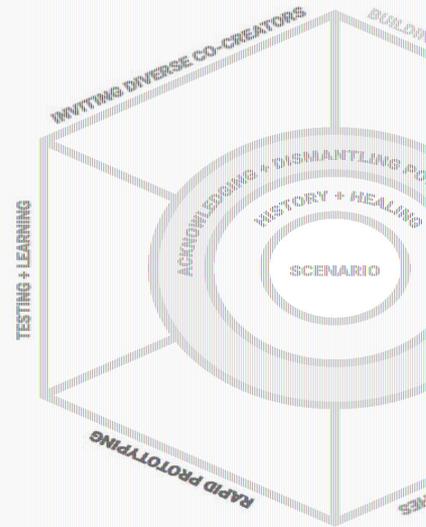
Brief Explanation
of Situation:

2

Think about the community in which this scenario takes place. Consider the question (in a separate document.) Then, develop your own guiding questions to integrate both scenarios.

HISTORY & HEALING

What's the history of this community (including current community make-up)? What do people think about this problem? What do I think? What's the role of



3

FILL IN THE BOXES

Define/List how you will integrate each scenario into your design process addressing the challenge in the scenario.

Revisiting Your Ideal Community

Applying Equity.

What are some diverse, inclusive, and equitable systems you've built into your community?

**Share your ideal
community [and
potential redesigns] with
the room.**

Going Forward

A Tool & Resource

Use Creative Reaction Lab's new Field Guide to become a specialist of our Equity-Centered Community Design process. This Field Guide will support you within your position and beyond.



A Tool & Resource

Supplement Creative Reaction Lab's new Field Guide with our scenario planning worksheet. How will you integrate Equity-Centered Community Design into your process?

EQUITY-CENTERED COMMUNITY DESIGN

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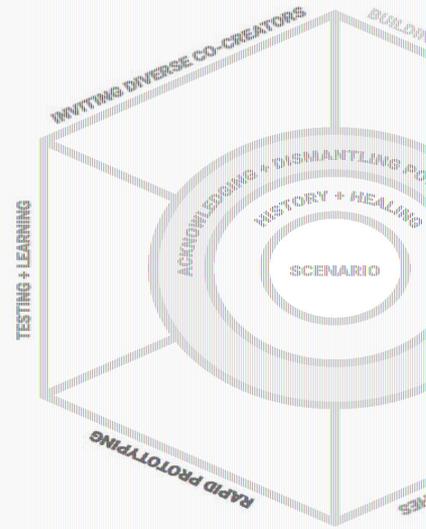
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A Tool & Resource

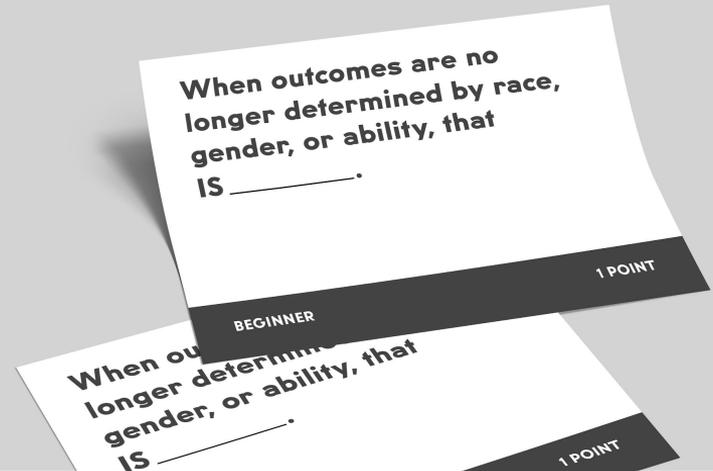
The 2019 Artwork for Equity campaign launched on March 21. Select artists and designers created and contributed work promoting equity, inclusion, justice, and liberation for all races. Limited edition posters on sale now.



A Tool In Beta

Liberation by Design helps participants explore and critique definitions of equity, equality, diversity, and inclusion while applying them to real-world scenarios.

The game comes in three formats: (1) workshop activity slides, (2) card/board game, (3) online app (beta).



Going Forward: Applying Equity-Centered Community Design to Your Work

- Bring a **Leaders for Community Action & Equity Workshop** to Your Office, School, Community, etc.
- Download or Purchase our Equity-Centered Community Design Field Guide > www.creativereactionlab.com



Equity by Design Bootcamp Series

- Baltimore
- Seattle
- Atlanta
- Chicago

Going Forward: Applying Equity-Centered Community Design to Your Work

- **Join the National Community of Aspiring Equity Designers and Allies.**
 - Join the ECCD Slack community >
www.bit.ly/eccdslack
 - Subscribe to our newsletter >
www.creativereactionlab.com/subscribe

The notion that work only calls upon our “professional selves” and not our “personal selves” is a problematic one.

Isabelle Yisak

Experience Designer at Business Innovation Factory

Complete the post-workshop survey

for a chance to receive a
physical copy of the Field Guide.

bit.ly/2JA70GK

Stay Connected.



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Post-Survey: bit.ly/2JAOGK